

WILL FOREIGNERS BUY MOTOR CARS AFTER THE WAR?

That is Question That Has Been Asked; Federal Motor Expert Says Yes

"After the war—then what?" We hear this question asked almost daily and it certainly should have the attention of every American businessman," asserted M. L. Pulcher, vice-president and general manager of the Federal Motor Truck Company. "However, should the war end tomorrow or next week or next year, the motor truck industry will not suffer," continued Mr. Pulcher. "The foreign as well as the American market is too large to be affected by even this greatest of all wars."

"The Federal Company and all motor truck companies have greatly benefited as a result of the war—either directly or indirectly. Thousands of motor trucks have been sold to the warring nations and the companies which have not shipped their products to Europe have found a ready demand for trucks in the United States. Thousands and thousands of motor cars and trucks have been destroyed and worn out in Europe during the last two years and thus a tremendous market was opened to the American manufacturer."

"The question naturally arises: Will the foreign demand for trucks stop when the war ends and will the United States be flooded with American-made trucks?"

"I am of the opinion that the demand from Germany, England, France and other warring nations for American-made trucks will be even greater after the war ends than it is at present."

"When the readjustment takes place in the warring nations and business conditions once again become normal, the motor truck will be in greater demand than it is today because it is too well established as a business necessity."

"The motor truck reduces the transportation and delivery costs of the businessman—and I believe that in all lines of trade, efficiency will be the watchword after the war. Competition will spring up and every mechanical invention and appliance which will reduce operating expenses will be in demand."

"There seems to be no limit to the foreign demand for motor trucks and to not only the warring nations but to South American, Australian, and South African countries will American motor trucks be shipped. There is a big demand in Chile, Brazil and various other countries for American-made trucks now—and this demand is increasing daily."

"Our home market is stable and there is an immense field right here in the United States which has hardly been touched by the American motor truck manufacturers."

"Businessmen in the United States have barely awakened to the fact that the motor truck will enable them to increase their profits by reducing their haulage and delivery expenses. It is true that thousands of manufacturers have fleets of motor trucks—but these same manufacturers are in the market for more trucks every year. As their business increases

AUTOMOBILE IN ROLE OF MEDIC FOR LUNG CURE

Young Bank Clerk Seeks Relief From White Plague By Driving Chevrolet Car

SAN JUAN CAPISTRANO, Cal.—The motor car is hailed as the latest cure for lung troubles.

No longer is it necessary for the sufferer to betake himself out on the desert in search of relief from the dreaded "white plague." All that is necessary is a motor car, according to Alfred Gill, to overcome this ill.

Alfred Gill is a former Los Angeles bank clerk who had to get out in the open for his health. His lungs were affected and he was told by Dr. W. Fred Stahl, well-known throat and lung specialist of the Angel City, that if he did not get out in the open and give up the work in the bank he would follow several bank clerks who had died from the same cause during the previous few months.

Bank work was all that young Gill knew and he was afraid to give up his place over the books at the bank for fear that he could not make a living on the outside. Finally, Dr. Stahl made him see where it was no worse to be without a job than to die like his fellow clerks on the job he had, so Gill took the jump.

The young bank clerk had a very small bank roll, so he was not able to invest in any business; but he hit upon the idea of a traveling garage. With the small amount of capital he had he purchased a Chevrolet "Four-Ninety" touring car on the "payment plan." He then had a small truck body built to replace the touring body. This he stocked up with tires, oil, tools and a small line of accessories and started out to get business on the highway.

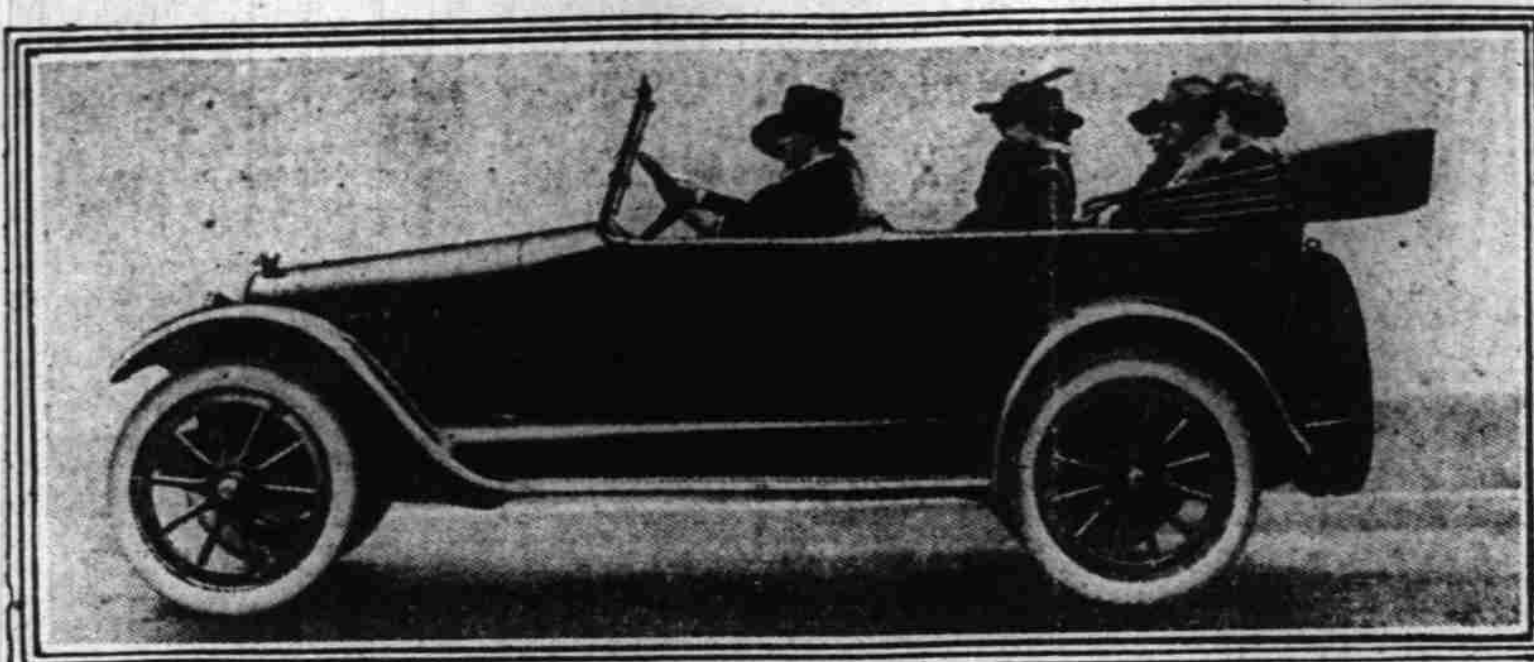
At first business was slow. It looked as if the venture was bound to fail, but little by little the young man with traveling garage worked up a business and today he has his health and is making more money than the highest paid clerk in the bank.

On the Chevrolet garage Gill carries a large tank of gasoline. He carries three grades of oil, an assortment of tires and tubes, tools for repair work and a small supply of parts.

The little Chevrolet "public service" car is a common sight on the highway between Los Angeles and San Diego and Gill now has many regular customers, who stop and take on oil and gasoline whenever they meet him. Gill has always been an excellent mechanic and he is able to do repair work on the road, which saves many motorists the inconvenience of being towed in to the nearest garage.

Gill often stops at San Juan Capistrano on his runs up and down the highway between Los Angeles and San Diego and he is well known here. On some Sundays and holidays Gill drives his little Chevrolet service wagon up the Ridge route between San Juan and Bakersfield, where he helps them need more trucks. And this is one reason why we are selling Federals in half dozen and dozen lots to manufacturers and jobbers who have given motor trucks rigid tests and have decided to eliminate their horse delivery and haulage equipment."

CHALMERS LINE FOR 1917 ANNOUNCED



NEW CHALMERS SIX "30"

The Chalmers Motor Company is among the first of the big automobile concerns to announce new models for 1917. For the coming season the 3400 r. p. m. Chalmers will be produced in two lengths of wheelbase—a 115-inch five-passenger car and a 122-inch seven passenger car. On these two wheelbases is built an extensive line of open and closed bodies.

In the new seven-passenger car deep nine-inch leather upholstery increases the comfort of passengers on long tours over country roads and on ill-paved city streets. Two leather-backed auxiliary chairs fold into the rear of the front seats. A highly polished black walnut panel in the rear cowl brightens the appearance of the whole. The front compartment is roomy and comfortable. The conventional instrument board has been superseded by a cluster arrangement of the instruments, carried in an aluminum housing convenient to the driver. The price of this model is \$1280, Detroit.

Offered also on the 122-inch wheelbase are three closed car models, a town car, limousine and touring sedan.

On the 115-inch chassis the Chalmers Six-30 will again be continued in touring, roadster and cabriolet styles. Wire wheels are optional at extra cost on the Chalmers roadster and cabriolet models.

out many motorists who have met with trouble of some kind.

The business has paid so well during the past summer and fall months that Gill is extending his operations and is planning on putting on two more "public service" cars. One of these little Chevrolet garage trucks is to cover the Imperial Valley and the other is to work the highway north of Los Angeles, while Gill covers the San Diego-Los Angeles run.

There are so many auto stages in operation on the highways of southern California that Gill is almost able to devote his entire time to giving service to these stages. On account of the baggage carried and the weight of the passenger loads, these stages run as light as possible. They carry no extra oil and only the gasoline in the regular tank.

Gill makes it a point to meet these stages on the road at the points where the passengers stop for meals, where he fills the stages with oil and gas and often makes a few adjustments while the driver is eating a hurried meal. In this service he assists the stage drivers in maintaining a regular schedule and he has become very popular with the stage drivers, who boost his stock with motorists all along the highway.

The fact that the upkeep of the Chevrolet is so small and gasoline mileage is so great, Gill is able to cover a great deal of territory, with little overhead expense, and he is making an excellent profit on his novel business venture.

BRYAN IS LEAVING NEBRASKA TO MAKE HOME IN FLORIDA
OMAHA, Neb.—Nebraska is to lose William J. Bryan. He has dismantled his home at Fairview, shipped a portion of the furniture to his winter home at Miami, Fla. and is sending his large library, which he greatly prizes, to his summer home near Asheville, N. C., where it is said he will live and cast his vote. Fairview is said to be for sale, although his brother, C. W. Bryan, denies that William J. has left Nebraska for all time.

NOTED AUTO MAKER JOINS NEW CONCERN

Edward S. Swift, vice-president of Swift & Company, Chicago, a dominant figure in the world of finance, has been elected a director of the Willys Overland Company of Toledo, and signified his acceptance.

Swift has been for several years a personal friend of President Willys,

and, as one of the large holders of Willys Overland stock, has been so impressed with the immense growth of the company that he was pleased to accept the invitation extended him.

Swift is well known as one of the heads of a great institution doing a business of more than six hundred million dollars per year, so that he will be of great assistance to the Willys Overland Company, now the second largest producer of automobiles in the world.

Springs on Ford Car Subjected to Exhaustive Tests

"Imagine a load of 2100 pounds on your rear motor car springs inflicted in pressure strokes at the rate of 300 a minute and to the extent of 60,000 strokes in all," said "Scotty" Schuman of the Schuman Carriage Company, local Ford distributors.

"No automobile springs ever have to stand such a test in actual driving on any road, yet this is the sort of factory test that all Ford springs are put to, both rear and front springs. And at each stroke the spring is forced more than straight out. If given a rest at intervals and oiled, the front springs will stand 75,000 strokes. They will stand 40,000 continuously."

"Ford springs are also given the Olson weight test in a machine that registers the amount of compression for the weight the spring carries. Standard measurements are taken under a load of 400 pounds, and the spring shows a compression of three-fourths of an inch for each additional 400 pounds. Weight can be added until the rear spring is straightened out or even concaved the other way, and when the weight is removed the spring returns to its exact measurements."

"Ford springs withstand these extraordinarily severe endurance and weight tests because they are made of the very best vanadium steel, tempered by the Ford heat-treating operations. Each leaf is heat-treated to 1540 degrees and formed and quenched in oil. The leaves are then reheated to 850 degrees and annealed for 12 minutes. Simplicity of design, material, treatment and thorough testing thus insure strength, durability and great shock-absorbing powers—the latter the secret of easy riding."

NEW YORK STATE HAS MORE THAN 300,000 AUTOS

NEW YORK, Dec. 1.—For the first time in the history of this or any other state in this country, the registration in New York state has exceeded the 300,000 mark, exactly 303,223 cars and 98,203 persons having been registered to date. There is now one automobile to each 32 persons in this state, the last census showing a population of 9,687,744 persons.

The combined total of motor vehicles in New York includes 267,825 passenger cars, 22,942 commercial vehicles and 2456 dealers' automobiles. Of the passenger cars, 139,026 were of 25 horsepower or less; 82,191 less than 35 horsepower, 23,411 less than 50 horsepower and 1001 of 50 horsepower.

The total of 98,203 chauffeurs includes 71,194 persons who were licensed last year, and who have renewed their licenses this year for the first time.

The use of motor vehicles in this state has grown more rapidly this year than in any previous one since they became common. Figured upon a percentage basis, however, this increase is not quite so apparent, as the number registered this year has increased 27 per cent. Last year the increase was 31 per cent, the year previous 26 per cent and the year before that 25 per cent; in 1913 the gain was 27 per cent; in 1911 it was 24 per cent over 1910, the first year to require annual registration.

Five workmen were killed when an ammunition magazine blew up near Luverne, Switzerland.

SAXON ROADSTER

A Car Completely Equipped With Every Modern Motor Car Feature

Lowest-priced car in the world with these modern features

HIGH SPEED SAXON MOTOR. This is a 4-cylinder, L-head, high speed Continental motor, built to Saxon specifications and design by the Continental Motor Company—the world's most famous makers of automobile motors.

The 4 cylinders are cast en bloc; crank case integral; 2.34-inch bore by 4-inch stroke. It is possessed of unusual power, smoothness, quietness, flexibility, operative economy and coolness under all conditions. Friction and vibration have been practically eliminated; and this motor develops far more power from a gallon of gasoline than was formerly with the ability of the larger motors of the costly cars.

It will idle down to a walking pace, and pull steadily along without a murmur from the motor. And so great is its flexibility that it will leap to racing speed in less than 30 seconds.

The records this motor has set up in economy are unequalled by any other automobile. It averages 30 miles to a gallon of gasoline, and 125 miles to a quart of oil.

Its three-year record of top-quality service, under every condition of road and weather, to thousands and thousands of owners in all parts of the country, is proof positive of its rugged strength and stability.

It will take you everywhere that you want to go.

THREE SPEED TRANSMISSION. Saxon Roadster is the lowest-priced car in the world that has a three-speed sliding gear transmission. This is one of the many features that prove the up-to-dateness of Saxon Roadster. Among high quality cars it is the only type of transmission used. Its advantages are three-fold. On hills it enables you to get far more speed on less power. It gives 25

per cent swifter acceleration. And it protects the motor from over-heating and over-working because the proper speed can be maintained under all road conditions. A car which has not three-speed transmission simply cannot compare with the Saxon Roadster in flexibility and efficiency.

TIMKEN AXLES. To the motor wise there is no need for elaboration on this feature. Timken axles are conceded to be the finest axles manufactured. Throughout the chassis are the famous Hyatt Quiet bearings—another costly car attraction.

STREAMLINE BODY. In smartness and attractiveness of appearance Saxon Roadster is absolutely unrivaled. Its streamline design is another piece of evidence which establishes the superiority of Saxon Roadster in the low-priced field.

HONEYCOMB RADIATOR. This honeycomb radiator assures you that your Saxon will always keep cool. You can pull for mile after mile through heavy sand, on low, without the water in your radiator coming to a boil.

ROADABILITY. Though light in weight, Saxon Roadster is so ably designed, so strongly constructed, and so well balanced, that it clings closely to the road—even over the roughest spots—or in going at a high rate of speed. This marked roadability of the Saxon also makes it "handle" most easily.

ATWATER-KENT IGNITION SYSTEM. This ignition system is regarded as one of the best and most efficient systems on the market. The highest-priced cars can have no better. It has been proved the best type of ignition for a small, high-priced motor.

EASY RIDING. Saxon Roadster is the easiest riding, most comfortable, low-priced roadster in the world. The long, resilient springs are made of the best quality vanadium steel.

The spring suspension is of the cantilever design—the most approved type known. The seat is 40 inches wide, and there's plenty of leg room.

ECONOMY. Saxon Roadster is the most economical car in the world. In addition to the fact that it gets 30 miles from every gallon of gasoline, and 125 miles from every quart of oil, it is also the cheapest to keep up from the standpoint of repair and replacement expenses. The records on cost of repair parts for all Saxon Roadsters in use during the past three years show that the average cost per car during that time is less than \$10.

Just repeat that to yourself—less than \$10 per car for repair parts during more than two years' service. Think what that proves as to the quality of Saxon Roadster construction. Think what it proves as to the ability of Saxon Roadster to stand up under the hardest kind of service.

Another feature of Saxon Roadster economy is its easiness on tires. In the first place tires for this car cost but \$9.50 each, and this is a big saving when compared with the cost of tires on other low-priced roadsters. In the next place, because Saxon Roadster is so well designed and balanced and of such light weight, a set of tires commonly lasts 6,000 miles or more.

Now stop for a moment and count up the many superior, more modern features of Saxon Roadster.

And you'll come to the same conclusion that thousands and thousands of other buyers have reached—that Saxon Roadster is the lowest-priced, absolutely modern car in the world.

The price of Saxon Roadster is \$395 f. o. b. Detroit. For \$50 additional, we will supply an electric starting and lighting system.

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